1-1-1996

Strategic Plan, Iowa Chapter of the Association of College and Research Libraries

Association of College and Research Libraries. Iowa Chapter
MISSION

The Iowa Chapter of the Association of College and Research Libraries (ILA/ACRL) provides leadership to facilitate learning, research, and the scholarly communication process among its members, and to promote the highest level of professional excellence for librarians and library personnel to enable them to effectively serve the users of academic and research libraries.

The Strategic Planning Committee recommends that specific strategies for implementing the goals, objectives and actions of this strategic plan be worked out by the committees, executive board and officers of the chapter.

GOAL I: TO PROVIDE QUALITY DEVELOPMENT OPPORTUNITIES FOR ACADEMIC AND RESEARCH LIBRARIANS AND OTHER LIBRARY PERSONNEL THAT ENHANCE THEIR ABILITY TO DELIVER SUPERIOR SERVICES AND RESOURCES

**Objective A** Sponsor and coordinate opportunities for academic and research librarians and other library staff to update existing competencies, learn new skills and to discuss and share ideas, knowledge, research, experiences, and expertise.

*Action 1.* Provide visionary programming and other development opportunities based on the members' needs by incorporating needs assessment into the evaluation instruments used for all conference programs and professional development activities.

*Action 2.* Expand the practice of providing low cost ILA/ACRL professional development activities for academic and research librarians and other library staff, especially at the state or local level.

*Action 3.* Promote the coordination of programs and professional development activities of all Iowa organizations that include academic and research librarians (groups such as the Iowa Library Association (ILA) and its divisions, the Iowa OCLC Users Group, IPAL and community college librarians), and libraries, such as, the State Library and the Regent's libraries.

*Action 4.* Coordinate continuing education programs with other library consortia in the region.

**Objective B** Encourage librarians' and other staffs' professional development through the granting of awards.

*Action 1.* Establish policies and procedures for administering awards to ensure that they are effectively encouraging increased participation of members and non-members in ILA/ACRL activities.

*Action 2.* Establish procedures for awards to support member participation in state conference activities and investigate the possibility of establishing awards for participation in national conference activities.
GOAL II: TO DEVELOP LEADERS FOR THE CHAPTER AND THE ACADEMIC AND RESEARCH LIBRARY COMMUNITY

**Objective A** Seek new members through a variety of recruitment techniques, while extending efforts to retain present members, including regular assessments of member needs.

*Action 1.* Market ILA/ACRL to members and potential members, emphasizing membership benefits.

*Action 2.* Survey members, and/or all academic and research librarians, satisfaction with the chapter on a regular basis, e.g., every five years.

*Action 3.* Publicly recognize those who contribute to the chapter.

**Objective B** Increase and support participation of members.

*Action 1.* Encourage active participation.

*Action 2.* Make certain that all committees represent a membership mix.

*Action 3.* Encourage presentations by members by providing the opportunity to present at conferences and to write for Chapter publications.

*Action 4.* Capitalize on the skill and knowledge of those who have served as leaders.

**Objective C** Develop leaders to serve the Chapter and the library community in ILA and the American Library Association/Association of College and Research Librarians (ALA/ACRL).

*Action 1.* Inform members and prospective members about the organizational structure, leadership positions and service opportunities available in ILA and ILA/ACRL and ALA/ACRL.

*Action 2.* Develop mechanisms to attract high quality candidates for leadership positions.

*Action 3.* Encourage participation through personal contact of potential officers and committee members.

*Action 4.* Provide orientation, training, planning opportunities and written documentation for ILA/ACRL offices and committees.

*Action 5.* Support all elected and appointed officers and committee members in fulfilling their leadership roles through chapter budgeting and programs for leadership training, orientation and planning.

*Action 6.* Establish clearly defined responsibilities for those in leadership roles.

*Action 7.* Develop a support system for leaders.

GOAL III: TO ENHANCE THE CAPABILITY OF ACADEMIC AND RESEARCH LIBRARIANS AND LIBRARIES TO SERVE THE NEEDS OF USERS.
Objective A Encourage the use and dissemination of library professional organization standards and guidelines throughout the Iowa higher education community.

Action 1. Increase librarians' awareness of library professional organization standards and guidelines and educate librarians about how these standards and guidelines can be used to enhance the capability of librarians and libraries to serve user needs.

Action 2. Increase librarians' understanding of the accreditation process and the role of the library in institutional accreditation.

Objective B Identify, explore and act on problems and issues facing academic and research libraries through the use of committees, programs and publications.

Objective C Encourage innovation in library operations and services.

Action 1. Increase programming regarding innovation and innovative activities.

Action 2. Increase publicity about ongoing innovative activities.

GOAL IV: TO PROMOTE AND SPEAK FOR THE INTERESTS OF ACADEMIC AND RESEARCH LIBRARIANSHIP.

Objective A Use an effective communication mix to enhance awareness of the role, value and contributions of academic and research librarians and libraries among nonlibrary professionals and organizations (higher education associations, scholarly and professional societies, etc.) and society in general.

Action 1. Create opportunities for academic librarians to interact with other professionals in the academic community by investigating the possibility of joint or concurrent conferences or inviting officers or representatives of other organizations to attend or participate in ILA/ACRL programs.

Action 2. Develop alliances with other professional and academic organizations.

Action 3. Participate in cooperative activities with other library and higher education groups.

Objective B Monitor and speak out on government and private sector activities likely to affect academic and research librarianship, including legislation and fiscal and political support at all levels.

Action 1. Establish ILA/ACRL as the authority to speak for the academic library profession on issues of importance to higher education and academic libraries.

Action 2. Strengthen membership efforts to affect and influence government and private sector activities, including legislation and funding for quality higher education.

Action 3. Work with higher education and scholarly associations to protect access to intellectual property in an electronic environment.
**Objective C** Support and participate in the recruitment and retention of outstanding persons to academic and research libraries, especially those who will enrich the diversity of the profession.

*Action 1.* Support the recruitment of members of underrepresented groups to academic and research libraries.

*Action 2.* Promote the adoption of compensation plans and personnel policies that enhance the status, development and working conditions of academic and research librarians and other library staff.

**Objective D** Enhance communication between academic and research librarians and the state's graduate library education programs to meet the needs of academic and research librarians and libraries.

**GOAL V: TO PROMOTE STUDY, RESEARCH, AND PUBLICATION RELEVANT TO ACADEMIC AND RESEARCH LIBRARIANSHIP.**

**Objective A** Encourage improvement in research skills.

*Action 1.* Sponsor, present or develop informational programming and professional development activities that will enable and encourage librarians to engage in research.

*Action 2.* Develop a mentoring program for librarians who are new to the research process or publishing.

**Objective B** Encourage research projects, report works in progress, and disseminate research results.

**Objective C** Advance the professional knowledge of academic and research librarians through an effective use of publications and programs.

*Action 1.* Review ILA, State Library and other publication programs to determine if they support Chapter goals and can facilitate the dissemination of information that meets academic and research librarians' needs.

*Action 2.* Make effective use of technology by putting all appropriate chapter publications and announcements on the Internet in electronic format and keeping them updated.

*Action 3.* Produce publications which are professional, appropriate and vital.

*Action 4.* Encourage conference programming that includes presentations of research results by Iowa librarians.

**GOAL VI: TO OPERATE EFFICIENTLY IN ITS USE OF RESOURCES AND EFFECTIVELY IN THE DELIVERY OF SERVICES TO ITS MEMBERS.**

**Objective A** The Executive Board will take responsibility for planning and will maintain a dynamic management system and process that includes ongoing strategic planning.

*Action 1.* As appropriate, review and revise the structure and function of the Chapter.
Action 2. As appropriate, review and revise policies and procedures of the Chapter.

Action 3. Prioritize goals and objectives and establish focused priorities.

**Objective B** The Executive Board will act with the mission and goals of the chapter in mind, and ensure that issues and ideas are examined and discussed openly and thoroughly with the membership.

Action 1. Provide an atmosphere that encourages communication.

Action 2. Establish effective and timely communication within the chapter.

**Objective C** The Executive Board will continue conservative budgeting practices while exploring ways to increase funds available for programming, publication, professional development activities and the work of the Chapter.

Action 1. Set an optimum goal for financial reserves.

Action 2. Assure resource allocation that is consistent with articulated goals.

Action 3. Seek ALA/ACRL Initiative Grant funding as appropriate.

**AD HOC COMMITTEE - IOWA ACRL CHAPTER STRATEGIC PLAN**

1996